

Consumer's Guide

VOL. III, No. 13
JULY 13, 1936



When the Government Sho

Consumers' Queries and Comments

"The more deeply the roots of cooperation are planted in the soil of America, the more surely will our American system be kept insulated against the inroads of un-American organizations and institutions."

H.R. Tolley,
AAA Administrator

C WHEN the steamship "California" set sail on July 1, it carried to England the members of an official "Inquiry on Co-operative Enterprise in Europe." Heading the delegation, appointed by President Roosevelt, is Jacob Baker, Assistant Administrator of the Works Progress Administration. Other members are Charles E. Stuart, consulting engineer of New York City, and formerly vice president of the Export Import Bank; and Leland Olds, executive secretary of the New York State Power Authority. Associated with the members are two outstanding farm leaders, nominated by Secretary Wallace: Clifford Gregory, editor of the "Prairie Farmer", Chicago, and Robin Hood, secretary-treasurer of the National Cooperative Council. Women's part in European cooperative movements will have the special attention of another associate, Miss Emily C. Bates, from the staff of one of the most extensive cooperative developments in this country, the Consumers' Cooperative Association of North Kansas

City, Mo. Tage Palm, who has been field adviser for the Division of Self Help Cooperatives of FERA, accompanies the members as interpreter and attache. The Rural Electrification Administration has also sent as an observer, E. J. Coil.

ITINERARY for this exploratory group will be Great Britain, Sweden, Finland, Denmark, Belgium, France, Czechoslovakia, Switzerland, possibly Hungary, and then back to Great Britain. In each country, the members of this inquiry will study cooperative activities in marketing, purchasing, housing, credit, banking, insurance, and electrification. They will investigate the coordination of cooperative activities, methods of operation, the place of consumers' cooperation in the economic structure of the various countries, the relation between consumers' and agricultural cooperative enterprises. All these subjects will form part of the report which the inquiry members will submit to the President when the group returns to this country about the middle of September.

C SEATTLE'S experiment in requiring meat to be graded and stamped according to Government grades is giving the public "better beef with no advance in price", Dr. F. E. Smith of the Seattle Department of Health and Sanitation reported to the American Home Economics Association in convention in Seattle early in July. Details of Seattle's experience will be reported later in the GUIDE... Meantime come reports from the Bureau of Agricultural Economics that Government grading of meats throughout the

country is leaping ahead. Some 400,000,000 pounds of beef, lamb, pork, veal, and sausage products during the fiscal year ending with June 30 bore Government stamps telling consumers the quality grade of the meat. This represented a gain of 40 percent in the amount of meat so graded in the previous year. At 23 important shipping and consuming markets, meat is inspected, graded, and stamped by official graders from this Bureau of the Department of Agriculture, packers or dealers requesting the grading, paying the costs which work out to a tiny fraction per pound of meat. New York in 1924 first received meat grading services. Since then expansion of this consumer service has been steady.

C FARMERS' cooperative business organizations are the subject of an exhaustive handbook just released by the Farm Credit Administration, and copies may be obtained free of charge as long as a supply is available from that Administration. This valuable report, under the title of "Statistics of Farmers' Cooperative Business Organizations, 1920-1935", which is liberally illustrated with maps and charts, reviews the development of cooperative types, the history of sales and purchases by farmers, and the present status of agricultural cooperation. Special chapters are devoted to cooperatives specializing in the marketing of cotton, dairy, forage, crops, fruits and vegetables, grains, livestock, nuts, poultry, tobacco, wool, and mohair. Cooperative purchasing of farm supplies and associations providing other business services are also covered.

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FIRST ESTIMATES OF FOOD SUPPLIES FROM DEPARTMENT OF AGRICULTURE EXPERTS MEASURE THE POSSIBLE INROADS MADE BY DROUGHT.

EARLY in July of each year, food experts of the Bureau of Agricultural Economics make their first estimates of what will be found in the national larder from one summer to the next.

THIS year such official estimates have special importance to consumers who have been troubled by rumors and counter-rumors of the possible effect of drought conditions on their market baskets during the coming winter and spring.

FIGURING as carefully as possible, on the basis of reports gathered up to July 1 from farmers all over the country, the Bureau of Agricultural Economics concludes that our 1936-37 food supplies in general appear to be "ample for domestic consumption", although total sup-

plies may be 3 percent smaller than in 1935-36 and 1 percent under the drought-stricken supplies of 1934-35.

HOW close to the mark of actual supplies this estimate comes can be told only when more harvests are in, when the late summer count is taken of livestock, and commercial canners and food manufacturers have their operations further under way.

BEHIND this report is a picture of drought which has touched, to a greater or less degree, many of the farming areas of the country. The map on pages 12 and 13 shows how rainfall during May and June this year compared with that of 1934, and normal rainfall for those months. Checking on the variations between producing

regions is one of the best guides to understanding how different kinds of agricultural products are affected by drought conditions.

LIGHTEST rainfall, compared with normal, up to July 1 was felt in the eastern wheat and corn area, covering such States as Wisconsin, Michigan, Illinois, Indiana, Ohio, and Kentucky; and in spring wheat States, Montana, North Dakota, South Dakota, and Minnesota. May and June rains there were only a little better than half as heavy as in normal years and even smaller than in 1934.

BY NORMAL standards, west coast States, important in the national dietary as producers of fruits and vegetables, fared best, with a rainfall in May and June which was larger than average and than in 1934.

BETWEEN these extremes come the rest of the farm and range lands of the country, all of them reporting less rainfall than in normal years, and less—in every case but the range States—than at the same time in 1934.


INTENSE heat and occasional showers only, which continued through the first half of July, will leave their mark on the national store of foodstuffs and feedstuffs. Later reports will tell how severe a mark. What follows is the best accounting which the Department of Agriculture could make as of July 1. Records of previous years show that, even with the minute care and caution used by the Government's food forecasters, later estimates sometimes show wide variations from early ones because no one has yet proved a sure long-time prophet of weather. At this stage in the major growing season, changes in rainfall and temperature can make large differences, both up and down, in the cost of a loaf of bread, a cup of milk.

NO LESS important than the Bureau of Agricultural Economics statement that food supplies in general appear to be "ample for domestic consumption", are the estimates of supplies of individual foods. Some foods have already been reduced; others give promise of being above average. The trick for careful consumers, who have an eye for nutritive values, is to watch supplies of foods which have similar food values and choose from among them, those which are more ample, and therefore, likely to be cheaper in months to come.



TOP of the list comes protective foods: milk, vegetables, and fruits. A wise buyer puts these first on her market list. Supplies of dairy products during 1935-36 were reported the largest on record. From July 1, 1936, to the end of June 1937, the experts look to a reduction of about 2 percent from the previous year. If this quantity does prove to be available, it will still be 2 percent greater than average supplies in the years 1925-29.

COST of feeding cows has most to do in determining the amount of milk we will get. It will influence the number of dairy cows we have and the amount of milk each gives. There were fewer cows on farms on July 1 this year than at the same time last year, but production per cow on July 1 was the highest for that date since 1931, with the exception of last year. During summer months most cows feed on pasture. Hot sun had badly blistered many pasture lands by July 1. Their condition, statisticians reported, was only a little better than half normal. This was the poorest July 1 record for pastures for any year except 1934. But a weather turn to the good, if it comes in time, may make a tremendous difference in the condition of pastures and so in the cost of feed to dairy farmers and in the cost of milk to "Jones Street" consumers who want to fit that "satisfactory allowance of 3 to 5 quarts of milk a week", recommended by health experts, into the family budget.



IN WINTER months pastures fail and farmers depend on feedstuffs for their dairy cows. Up to July 1, the cost of feed was not so high in relation to the prices farmers got for milk. Prospective supplies of feed grains on that date were somewhat smaller than last year's and considerably under average. Forecasters do not look for as bad a blow this year as feed supplies got in 1934 unless the great corn crop—chief of the feed grains—shows more damage. Between July 1 and 15, further weather reports made feed prospects less brighter.

ANOTHER important factor which will affect the amount of milk we get this winter will be the price of beef. The reason is simple. This rule operates all the time, not just in drought periods: If farmers can clear more money for cattle sold for beef than they can clear on

the milk they sell from dairy cattle, they naturally will shift—where they can—from dairying into meat animal producing. If shifting takes place, however, it is more likely to curtail the amount of butter than the amount of fluid milk we get.



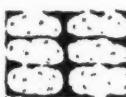
VEGETABLES, another protective food, show slight shrinkage in supply, as compared with last year, as judged by July 1 reports.

Both fresh and canned supplies were expected to be within 1 percent of the amounts available in 1935-36. Compared with the average for 1925-29, the supply of fresh vegetables may be down 4 percent, but canned vegetables 24 percent greater. More acres planted to vegetables for canning this year have been counterbalanced by poorer yields. This is especially true of tomatoes and sweet corn planted for canning.



NO WORD comes yet from the food forecasters as to probable supplies of individual vegetables—with two exceptions—on the long roster we usually choose from. Supplies of all vegetables are not likely to be equally affected. A fairly safe generalization for economical home buyers is that ordinarily more expensive greens are no better in food value than cheap ones.

POTATOES are one of the two vegetables on which predictions have been made. Here a major reduction may take place for a reason quite distinct from the drought. According to July 1 conditions white potato supplies may prove to be only four-fifths the size of last year's fairly large crop, and 10 percent below the average for 1924-29. Sweetpotatoes may be three-quarters the size of 1935's crop, but even with this reduction, the supply would be 3 percent greater than the average for the years 1925-29.



LOW POTATO prices for 2 years running have a way of discouraging farmers from planting so many acres the third year which follows those two. We described this cycle in our February 10, 1936, issue. Acreage planted this year followed in that cycle after low 1934 and 1935 prices. In addition to a smaller number of acres planted, the yield per acre is expected to be below normal.

PREDICTIONS on potato supplies, however, like some others, may prove later to be far off the mark. In 7 out of the last 12 years, July 1 estimates of the yield per acre have later proved to have understated the final returns. The largest part of our potato supply comes from northern States. By July 1, the crop in these States has only started its growth. Much safer estimates of potato supplies for the coming winter and spring can be made around the middle of August.



NEXT great vegetable standby is dried beans or peas. Next to grains these are probably our cheapest crop. Supplies last year were huge. This year they are expected to be 5 percent smaller than in 1935-36 but 24 percent greater than the average for 1924-29.

LATE spring frost, rather than drought, is responsible for the darker picture presented by probable fruit supplies. Fresh fruit crops, the statisticians believe, may be 17 percent smaller than in 1935-36 which would bring them down to 3 percent below the average of 1925-29. Apple and peach crops appear to be the smallest since 1921; grapes, the smallest since 1931; cherries also are unusually scarce. Against these minus signs are plus signs for crops of pears and citrus fruits which promise to be plentiful.

[Continued on page 17]

LATE DROUGHT FLASH

WEATHER between July 1 and 27 continued unfavorable in the country as a whole, leaving average growing conditions little if any better than at the same season in 1934..... Rains and heat in the next week or 10 days will have extraordinary significance, but so large an acreage of corn was burned by July's heat that at the end of the month the supply of feed grain appears to be less than in any recent year except 1934. Hay supplies will be short, but less seriously so..... This means that instead of the big increase in hogs and hens that was expected to take place this year there will be heavy marketings this fall and only small increases in the number carried through the winter..... Supplies of beef should be less seriously affected..... The supply of dairy products has already been affected but no material reduction in the number of cows is expected and milk production will increase again with a new pasture season.



WHEN THE GOVERNMENT SHOPS

it doesn't have to go blindfold to market because a scientific agency is constantly at its service to aid in getting the quality of goods needed. Its Bureau of Standards helps other consumers in wise spending

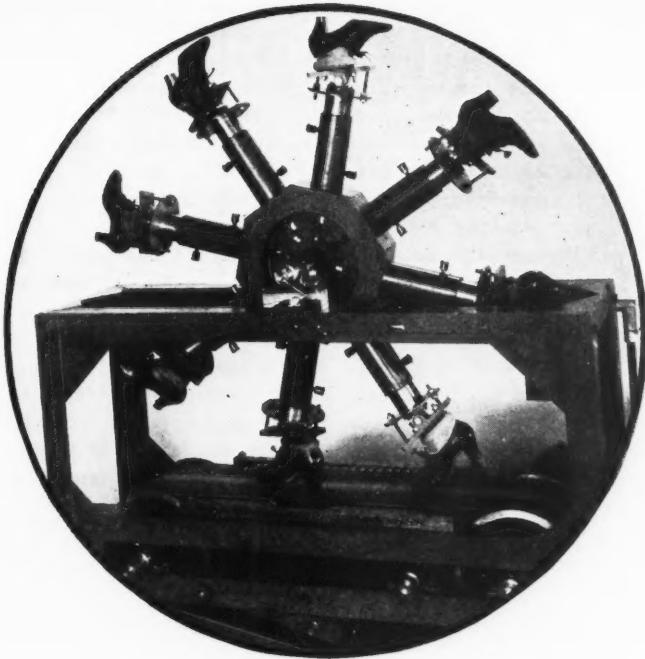
LARGEST consumer in the United States is the United States Government. In its daily work, touching almost every field of human activity, the Government buys and uses tremendous quantities of all sorts of commodities—foods, textiles, household supplies, building materials, machinery, automobiles—everything that goes to make up the complex of every-day life. These supplies are for the Army and Navy, Government hospitals, public buildings, and the various Government departments and offices. But Uncle Sam is a wise purchaser. When he buys anything, he wants to get what he pays for. The National Bureau of Standards has been helping him, as a large consumer, to make sure.

CONTINUOUS research and testing at the Bureau have brought savings of millions of dollars to the consumers of the United States. The Bureau has also worked with industry to set up standards for judging the value of articles in trade and commerce. Simplified practice,

Federal specifications, commercial standards—all these terms represent ways in which the Bureau of Standards has been helping Federal and State Governments, contract purchasers, and small consumers to buy wisely and well.

EIGHTY PERCENT of business in many industries is confined to only 20 percent of the types of goods they offer for sale. All other types which a merchant or manufacturer must carry are a dead weight on his hands, and result in higher prices to consumers. Individual business men cannot reduce the number of items they

This walking machine, devised by the Bureau of Standards, cleverly reproduces the strain on shoes produced by ordinary walking in order to test the endurance of shoe upper



leather, linings, stitches, and heels. The machine is operated by a conveyor belt driven over a bed of rollers which provides the walking surface.

carry, because they must meet the competition of their fellows. Mr. Jones, competing with Mr. Smith, must be able to sell to the public the same new designs which Mr. Smith sells, even though Jones and Smith together sell only a tiny number of the new designs. In one extreme case, 3,614 styles and colors were required to take care of only 10 percent of a certain line of business, while 70 styles and colors accounted for the other 90 percent. If this top-heavy pyramid continued to grow, it would soon fall and perhaps take 100 percent of the business with it, because the tremendous number of slow-moving "extra" styles and colors was skyrocketing the cost of the 70 types most used.

ONLY an impartial central agency can bring together all groups interested in eliminating some of the unnecessary or slow-moving styles and types of goods. The Division of Simplified Practice at the Bureau of Standards is such an agency, for it encourages industry whenever possible to develop simplified practice recommendations and to make them effective. Reduction of the number of sizes and types should mean genuine savings to consumers. Sixty-five different sizes of jars and glasses—40 for pre-

serves, 25 for jellies—graced grocers' shelves a few years ago. The waste was obvious, and also the confusion to the consumer, who could rarely tell how much he was paying per ounce of food. Representatives of manufacturers, distributors, and consumers held a series of conferences and decided to reduce the number of different preserve jars from 40 to 9, and jelly glasses from 25 to 7. Most of the people interested agreed in writing to accept the revised schedule and to publicize it widely.

REDUCTION in the number of different containers makes shopping just so much simpler for the average consumer. It also sets the stage for lower prices, since manufacturers, by putting their faster-selling sizes on a mass-production basis, are able to reduce the cost of making each individual jelly glass or preserve jar.

SOME 160 recommendations for simplified practice are now in operation. They cover a wide variety of products, including milk bottles, cans for fruits and vegetables, containers for extracted honey, salt packages, photographic paper, surgical dressings, and hospital beds. Revisions and further simplifi-

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cations are made whenever necessary. The Division of Simplified Practice of the Bureau of Standards publishes a leaflet for each product and revises the leaflet when the industry asks for changes. Federal, State, and municipal governments, along with a host of smaller consumers, do their purchasing according to simplified practice recommendations. This method of simplifying business and reducing costs is constantly referred to and advocated in catalogs and trade literature, textbooks, yearbooks, handbooks, and magazines.

FEDERAL specification work is another of the helps afforded Uncle Sam by the Bureau of Standards. Public money pays for the goods purchased by the Government, and public welfare demands that goods purchased with this money measure up to certain standards.

UNLIKE most ordinary consumers, Uncle Sam never goes to market without first writing down carefully the exact quality of the goods he wishes to buy. When he wants to buy blankets for a Government hospital, or electric bulbs for public buildings, or typewriter ribbons for his offices, he prepares a printed "specification." This specification is a definite statement telling just what Uncle Sam needs and expects to get in his blankets, his electric bulbs, his typewriter ribbons, or anything else he wants to buy. It is a statement of quality which must be met, and measured by test. Prospective merchants to the Government have to know what these standards are, and Uncle Sam gives specific information to all those who wish to sell to him.

INTERDEPARTMENTAL technical groups, working under the Federal Specifications Executive Committee, prepare the specification requirements for individual items. The Committee itself, composed of experts in various lines, is headed by the Director of the National Bureau of Standards. A great deal of preliminary laboratory study and testing is necessary before a specification can be written, and much of this study is carried on by chemists, physicists, and engineers at the Bureau of Standards.

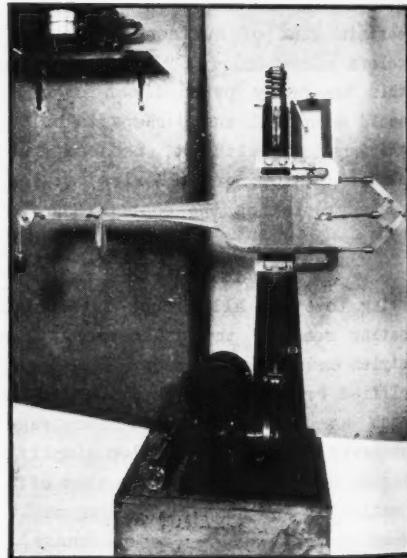
SUPPOSE, for example, it is bleached cotton sheets which the

Government wishes to purchase. This is the procedure. The "Federal Standard Stock Catalog", containing requirements for sheets, states that "the material shall be made of thoroughly cleaned cotton free from waste." In workmanship it demands that every sheet be "free from avoidable imperfections in manufacture and from defects or blemishes affecting the appearance or serviceability." There must be no less than 74 threads per inch in the warp and 66 in the filling. The minimum allowable weight is 4.6 ounces per square yard. Hems must be 2 inches at each end, or 1 inch at one end and 3 inches at the other. Nor may there be less than 14 stitches to the inch. Another requirement is a minimum breaking strength of 70 pounds in the warp and 70 pounds in the filling. Furthermore, the sheets must measure up to definite lengths and widths as specified in the leaflet.

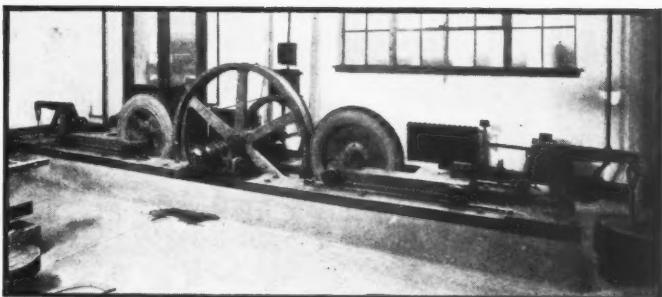
ALL SET, now, to shop for sheets of carefully defined quality, the Government advertises for bids. Bidders know they stand a poor chance of landing an order from so careful a consumer unless their products measure up to minimum requirements.

LOWEST BIDDERS get Government orders. Before they get their money, however, the appropriate Government agency—the Bureau of Agricultural Economics in case of some food purchases, the Bureau of Standards in most other instances—tests the delivered goods to see whether they meet the requirements of the speci-

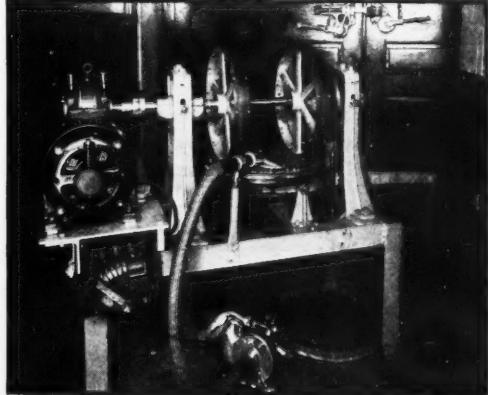
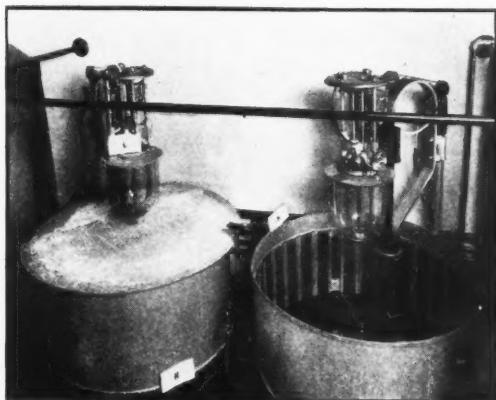
In testing elasticity in stockings, the Bureau of Standards uses this machine. The upper portion of the stocking is placed over two horizontal arms. A weight is then attached near the ankle, and garter clasps, attached to a spring, are fastened to the top of the stocking. The horizontal arms are alternately drawn closer together and moved farther apart to produce stresses similar to those in actual use. A defective stocking will withstand only a few cycles of this machine operation.



A test pulley is driven at a surface speed of 30 miles an hour in the endurance test for tires. The tire is mounted on a wheel, carried on a moveable carriage, and pressed against the pulley with the desired axle load. Cleats are placed on the surface of the pulley to simulate bumps on the road.



Once every 20 minutes this cylinder revolves in the Bureau of Standards weathering test of paints. Samples of paint are exposed to the light of a carbon arc lamp and to an intermittent water spray, to simulate sun and rain. By this means a year's exposure outdoors can be duplicated in a couple of weeks.



This carpet wear-testing machine reproduces all the pressure, twisting, and scuffing a carpet suffers when people walk on it.

fication. If sheets, for example, show the right length, width, hem, thread count, and breaking strength, as explained in the Federal specification, the Government accepts them. Otherwise, they are returned, and the order goes to the next lowest bidder.

COMMERCIAL standards—nationally-recognized bases for testing, grading, and labeling

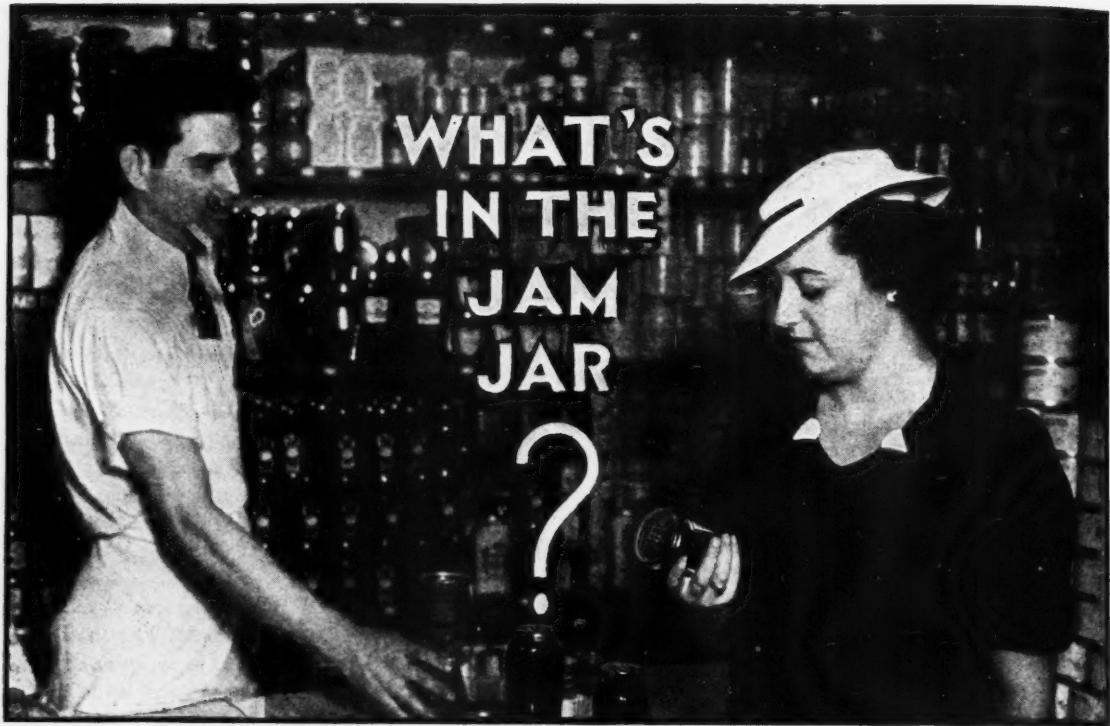
many items moving in daily trade—form another part of the work of the Bureau of Standards. While Government experts prepare Federal specifications as a basis for official Government purchases, industry itself voluntarily sets up commercial standards as a basis for daily trade. Here again the Bureau of

Standards acts as a central coordinating agency for producers, distributors, and consumers in promoting and publicizing the use and observance of trade standards.

FIFTY-NINE different commercial standards, applying to many industries, are now in effect. For some of the items there has never before been any attempt at standardization. Among the commodities for which standards have been promulgated are men's pajamas, wool blankets, clinical thermometers, dress patterns, boys' blouses, knit underwear, and hosiery lengths.

PAJAMA coats of size "C", for example, under one commercial standard, should be 30½ inches long and measure 50 inches at the chest. The armhole should be 22 inches around, the sleeve bottom 13 inches around. The sleeve itself should be 33½ inches long, and the bottom of the coat 50 inches around. Similar measurements for pajama trousers, and for all sizes—"A", "B", "C", and "D" are defined. The promulgation of this commercial standard has made it possible for the consumer to be fairly certain that size "C", if it has fit him once, and he

[Concluded on page 21]



Progress in pinning definite meanings to the words "jam," "jelly" and "preserves"

HOUSEWIVES over their preserving kettles through summer after summer have set a standard strong enough to convict food merchants in a court of law. Food and Drug Administration officials, by proving that jars of so-called strawberry preserves did not contain as many strawberries as consumers with home methods of preserve making in mind would expect, have won decisions supporting their contention that the jars were incorrectly labeled and so had moved illegally in interstate commerce.

GRANDMOTHER'S "pound-for-pound" recipe forms the basis—roughly or precisely—for all jam, jelly, and preserve standards. Not only does the Food and Drug Administration base its regulation of interstate shipment of these foods on the homely tradition, but the preserving industry used it in drawing up its NRA code and again in planning the present proposed fair

Reading the label is the beginning of wisdom in buying jams and jellies on the market.

trade practice code to be enforced by the Federal Trade Commission. The Government uses specifications following similar lines.

PROPORTION of fruit to sugar is the real criterion of value in jams, jellies, and preserves. The more fruit the better and more valuable the product. The old rule of a pound of fruit to every pound of sugar is the minimum fruit content advised by the Bureau of Home Economics for home manufacturers. Depending on the individual characteristics of the fruit used, the Bureau's recommended ratio runs from one cup of fruit or fruit juice for one cup of sugar all the way up to one cup of fruit for every 3/4 cup of sugar.*

COMMERCIAL PRODUCTS need not measure up quite so high as the home-maker's ideal. Under present Food and Drug Administration advisory regulations and most other standards, a jar is correctly labeled as jam or preserves

*Consumers may send to the Bureau of Home Economics in the Department of Agriculture for the free mimeographed detailed instructions entitled "FRUIT JELLIES, PRESERVES, JAMS, MARMALADES, CONSERVES, AND BUTTERS."

when its contents started in the manufacturing process as a mixture of 45 parts of fruit to 55 of sugar or sugar sirup. Products which fail to measure up to this standard must, if shipped across State lines, be labeled "Imitation." For jelly, the Food and Drug Administration definition does not set a numerical ratio, but implies the proper mixture by limiting the ingredients to fruit juice, sugar, and water. If manufacturers follow this definition strictly and do not add outside gelatinizing to the mixture, their product is sure to be correctly balanced since it would not jell without the full complement of fruit juice.

TIMES have changed, modifying the housewife's jelly-making standards, and with them the interpretation of the Food and Drug Administration definition, but still the intention of all standards is to keep the fruit content at the same high level in relation to sugar.

Straining, filling the jars, sealing, and labeling complete the recommended small batch of home-made jelly.



Gentle crushing starts the juice as the first step in jelly making . . . Proportions of fruit and sugar depend on the type of fruit; but home economists never advise a ratio of less than a cup of fruit juice to a cup of sugar.

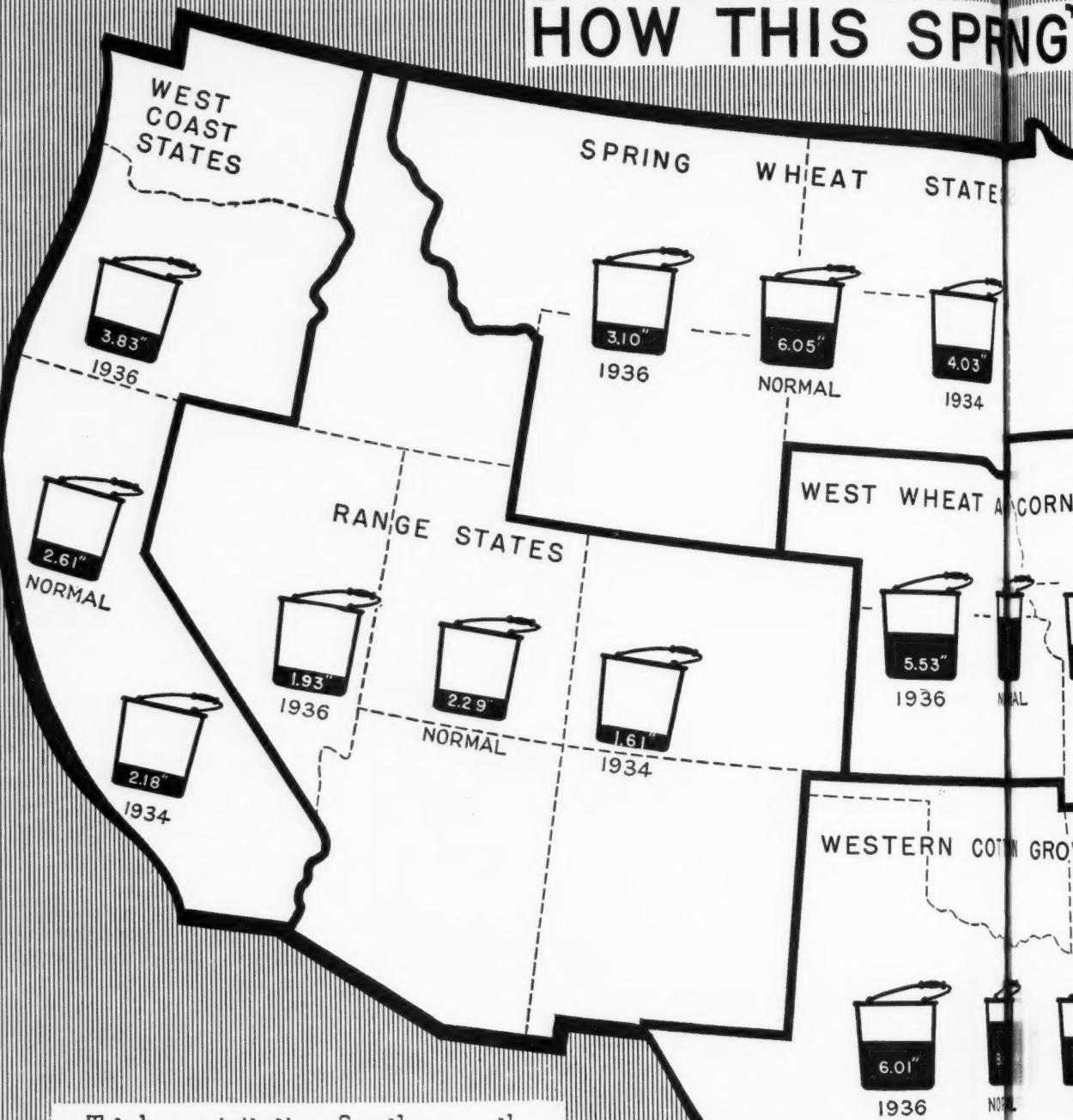


COMPLICATING the job of keeping fruit content up to par have come new ways to override the old-fashioned restrictions of nature in the matter of the pectins and acids that make jelly of fruit.

ONCE everyone took it for granted that what was in the natural fruit itself determined the resulting product. Some fruits would jell and some would not. If nature had provided enough pectin and acid in a fruit, and if the fruit were used at the moment of its life when these proportions were just right, a skillful jelly-maker could make good jelly of the fruit by adding the right amount of sugar. If nature had not done right by the fruit, it was mixed with a fruit that had enough pectin for both and labeled "quince and—", or "apple and—", or used only for jams and preserves. The job of the Food and Drug Administration then was clear. Their definition of jelly as nothing but fruit, sugar, and water dates from those days.

[Continued on page 22]

HOW THIS SPRNG'



Total precipitation for the months of May and June, 1936, compared with the same months in 1934 and "normal" (an average of records for from 45 to 60 years) for those months

SPRING'S RAINS MEASURE UP





A CONSUMERS' DIGEST OF LEGISLATION PROPOSED AND PASSED IN THE LAST CONGRESS



SOIL CONSERVATION AND DOMESTIC ALLOTMENT ACT

REPLACING that part of the Agricultural Adjustment Act, relating to production adjustments of certain agricultural commodities, which was invalidated by the Supreme Court on January 6, the Soil Conservation and Domestic Allotment bill became law on February 29, when approved by the President. It had passed the Senate on February 15, 56 to 20, and the House on February 21, 267 to 97.

THE PURPOSE of the act is "to promote the conservation and profitable use of the agri-

ANOTHER Congress, the 74th, which convened in Washington on January 3, 1935, adjourned on June 20, 1936. The first session stuck to its work until late in August of 1935, and the second session convened January 3, 1936.

DURING the 13½ months the lawmakers were in Washington, thousands of legislative bills were introduced and debated. Many of these bills died in the Congressional Committees to which they were referred for further consideration. Public hearings were held on those of greatest importance. Some of these bills were passed by both House and Senate. They became public law when approved by the President.

MAJOR legislation, touching on food supplies or costs passed by the last session, included the Soil Conservation and Domestic Allotment Act, Commodity Exchange Act, Price Discrimination Act, adoption of the regulations of the Secretary to carry out the sugar quota act, and an expansion of the agricultural income and cost of distribution investigation to be made by the Federal Trade Commission.

PART I

cultural land resources of the country by extending temporary Federal aid to farmers and by providing for a permanent policy of Federal aid to States for such purposes."

OBJECTIVES under the act include: (1) preservation and improvement of soil fertility; (2) promotion of the economic use and conservation of the land; (3) diminution of exploitation and unscientific use of national soil resources; (4) protection of rivers and harbors against the results of soil erosion, for the purpose of aiding flood control and maintaining navigability; and, after the States have passed the required

legislation to take over the administration of the agricultural conservation programs; (5) re-establishment of the ratio between purchasing power of the net income per person on farms and that of the income per person not on farms which prevailed during the 5-year period, August 1909 to July 1914, inclusive, and the maintenance of this ratio.

CONSUMER protection is provided by the act. Powers conferred by the act are not to be used to lower the production of supplies of food and fibers below the quantities required to supply "normal" human needs. "Normal" needs are to be determined by the Secretary of Agriculture from the records of human consumption in the years 1920 to 1929, inclusive. In setting up the yardstick for "normal", consideration is given to the increase in population, the quantities of any commodity forced into domestic consumption by decline of exports in the base period, supplies of substitute foods available for consumption, and current trends in domestic consumption.

FARMERS receive payments under the new program when they take definite action to conserve the soil. Goal for 1936 includes an increase of crop land devoted to soil-improving and soil-conserving crops to 30 million acres above the 1930 level. Two types of payments for 1936 are made to farmers who participate in the program. First type is a soil-conserving payment for taking land out of production of soil-depleting crops; the second is a soil-building payment for putting land into soil-building crops or for other soil-building practices. Payment goes to the individual farmer after actual evidence is submitted and certified by the county committee indicating that he has fulfilled the conditions of the grant. No contracts are made with farmers. State committees, county and community committees have been set up between the Federal Government and the individual farmer to administer the act.

FEDERAL PAYMENTS after January 1, 1938, will be made in the form of grants to States which pass soil conservation legislation. State programs must be approved by the Secretary of Agriculture.

APPROXIMATELY \$470,000,000 is available for the soil conservation and soil building program, and for the administration of the act during 1936-37.

COMMODITY EXCHANGE ACT

NEW LEGISLATION to regulate future trading on commodity exchanges was approved by President Roosevelt June 15. Congress amended the Grain Futures Act and gave it a new name—the Commodity Exchange Act.

PRESIDENT ROOSEVELT recommended a commodity exchange bill in a special message to the 73d Congress. A bill, H. R. 6772, passed the House during the first session of the 74th Congress. Hearings were held before the Senate Committee on Agriculture and Forestry April 21-23, and a modified bill passed the Senate May 29, 62-16. Changes made in the Senate were accepted by the House, June 3, and became law June 15.

PURPOSE of the act—Public No. 675—is "to amend the Grain Futures Act to prevent and remove obstructions and burdens upon the interstate commerce in grains and other commodities by regulating transactions upon the commodity exchanges." Authority is also given the Commodity Exchange Commission, comprising the Secretary of Agriculture, the Secretary of Commerce, and the Attorney General, "to limit or abolish short selling and to curb manipulation."

SINCE 1922 the Grain Futures Administration has regulated futures trading in wheat, corn, oats, barley, rye, flaxseed, and grain sorghums. The last session increased the powers of the Commission, and added cotton, rice, mill feeds, butter, eggs, and Irish potatoes to the list of commodities. Neither the amendments nor the provisions of the original act become effective as to these new commodities until September 13, 1936. No money was appropriated to execute the new provisions.

THERE are two general types of trading on the commodity exchanges—cash and futures trading. Futures trading in wheat, for instance, is the buying and selling of contracts to deliver wheat sometime in the future. Traders sell wheat not actually in their possession. They buy and sell wheat that will be harvested and brought to market in the future. Both cash and future prices are quoted on the exchange.

BIG speculators, dealing in futures, have been known to buy wheat in excess of 2,000,000 bushels. The market cannot absorb such large quantities without affecting prices. Price variations sometimes result without regard

to the demand and supply conditions of wheat actually in existence. Wheat prices have been known to vary as much as 50 percent in the course of a few days. Experience of the United States Grain Futures Administration indicates that these wide fluctuations in price often are coupled directly with the transactions of some large operator.

LIMITS can be placed, under the new law, on the speculative operations of individuals who trade in large volumes. This is one of the ways the new legislation is intended to curb excessive speculation and prevent wide price fluctuations.

THE Commodity Exchange Administration will administer the new act. This is the former Grain Futures Administration. To supervise the future trading in various commodity exchanges throughout the country, the Administration will observe trading operations; compile and publish daily reports on volume of trading; examine gossip items and market news to prevent the spreading of false and misleading crop and market information; prevent overbuying and overselling; and investigate complaints and punish violators.

SUGAR QUOTA SYSTEM

ON June 19, 1936, President Roosevelt gave his approval to the Jones-O'Mahoney Resolution, repealing the tax and contract provisions of the Jones-Costigan Sugar Act and adopting the acts of the Secretary with respect to the quotas fixed under that act, to be in effect until December 31, 1937. The quota system determines the amounts of sugar which may be marketed in the continental United States during each year from all areas supplying that market. Quotas are enlarged whenever necessary to meet the actual needs of the consumer.

UNDERTAKEN in 1934 to remedy the depression on world sugar markets, a primary objective of the sugar program was to secure a more stable income for sugar producers.

CONSUMER safeguards were provided by Congress in the original Jones-Costigan Sugar Act and repeated in the new Jones-O'Mahoney Resolution. This safeguard provides for a revision of the consumption estimate at such intervals as the Secretary of Agriculture may find necessary in order to meet actual requirements of consumers. Quotas set for sugar to be mar-

keted in the United States must be made in view of consumer needs and demand.

TWICE since the first of the year quotas have been raised. Originally set at 6,434,088 tons for the calendar year 1936, this total was increased to 6,609,625 on April 10, and to 6,812,687 on June 19. Such changes were made under the authority of the original act which provides that the Secretary of Agriculture shall revise the estimates of sugar requirements during the year in accordance with changes in consumer needs.

SURPLUS FOODS TO RELIEF FAMILIES

SECTION 32 of the Agricultural Adjustment Act as amended and approved in 1936 provided that 30 percent of the annual receipts collected under the custom laws could be used by the Secretary of Agriculture: First, to encourage the exportation of agricultural commodities and products; second, to encourage the domestic consumption of agricultural commodities and products by diversion from the normal channels of trade; and third, for reestablishing farmers' purchasing power by making payments in connection with the normal production of any agricultural commodity for domestic consumption.

THE Secretary of Agriculture is authorized to determine what constitutes diversion, normal channels of trade and commerce, and normal production for domestic consumption. Under the amendment the Secretary can purchase agricultural commodities and products including purchases of food for donation to the Federal Surplus Commodities Corporation for distribution to relief families, if he finds that this will encourage the domestic consumption of agricultural commodities.

COMMODITY CREDIT CORPORATION TO EXPAND OPERATIONS

A BILL to increase the capital of the Commodity Credit Corporation from \$3,000,000 to \$100,000,000 was signed by the President, April 10. This will enable the corporation to expand its operations of making direct loans to producers for the purpose of financing the carrying and orderly marketing of agricultural commodities. The corporation is authorized under existing law to buy, hold, sell, lend upon, and otherwise deal in agricultural commodities.

[Part II of this review of new and proposed legislation will appear in the next issue of the CONSUMERS' GUIDE]

OFFICIAL REPORT ON YOUR FOOD SUPPLIES FOR 1936-1937

[Continued from page 5]



CANNED FRUITS from commercial sources may run 5 percent behind 1935-36 supplies but larger than the 1925-29 average and larger than supplies in any other recent year. Smaller quantities are expected in canned apples, apricots, peaches, cherries. Larger supplies of other canned fruits are looked for.



DRIED FRUITS may measure 18 percent below supplies in 1935-36, and 13 percent less than average. Here again late spring frosts cut short crops of apples, grapes, and prunes, for dried purposes. Larger packs of dried apricots and peaches are expected.



MEAT, FISH, EGGS, AND CHEESE belong together as similar in many ways in the food nutrients they contain. How much meat we shall have depends very largely on the size of the corn crop, which is still fairly young, and of other feed crops. Feed costs are as important here as in the case of milk. June reports on pigs forecast a production of pork and pork products larger than last year, but prospects are for a decrease in beef, veal, and lamb supplies which probably will more than offset the increased pork supply. If predictions come true, total meat supplies—not counting poultry—will be about 4 percent less than in 1935-36 and 9 percent less than the average retained for domestic consumption in 1925-29. Note to economical purchasers: for practical purposes, as far as food values go, there is little difference between beef, veal, pork, or lamb, and the cheapest cuts are just as nutritious as the more expensive ones.



MORE CHICKEN in 1936-37 than last year may be in line for consumers. At least, the forecasters estimate supplies may be 2 percent greater, but still 5 percent under 1925-29 supplies. This prediction depends in large measure, again, on feed being available at prices which encourage farmers to develop their 1936 hatch to maturity. If feed prices become too high to justify farmers in expanding

their laying flocks, then possibly more poultry meat will be marketed than is now expected, and fewer eggs.

EGGS—Nature's prize food package—may be more generous in supply, too. The estimates are for a 4 percent increase over 1935-36, though this amount will be 5 percent smaller than supplies in 1925-29.

CHEESE supplies, not forecast as yet, will be affected by the same factors as milk, discussed earlier.

THIRD GROUP of foods important in every diet includes the cereals, bread, and rice. Chief of these, of course, is wheat. Next year's supply is counted to be 2 percent under 1935-36 and 21 percent smaller than the average for 1925-29 when this country was producing so much wheat that it was selling large quantities abroad.

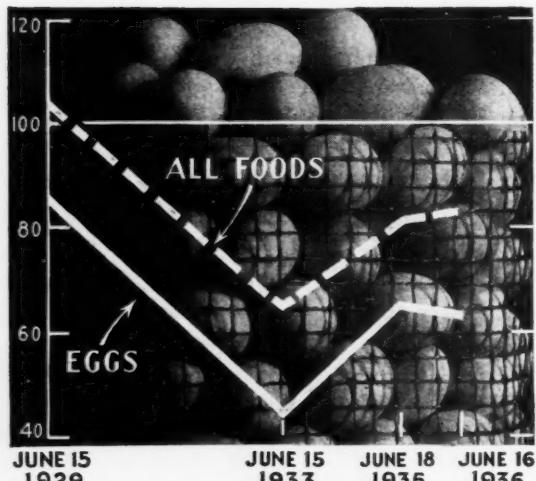
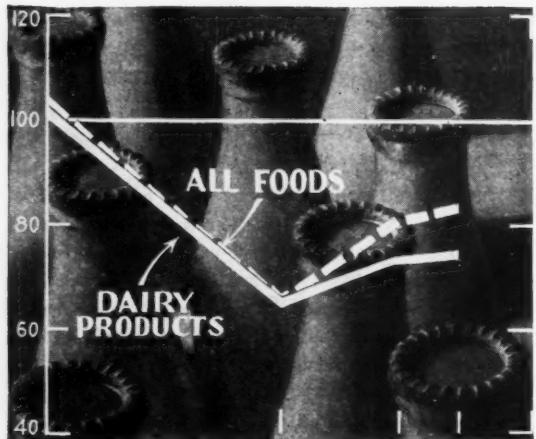
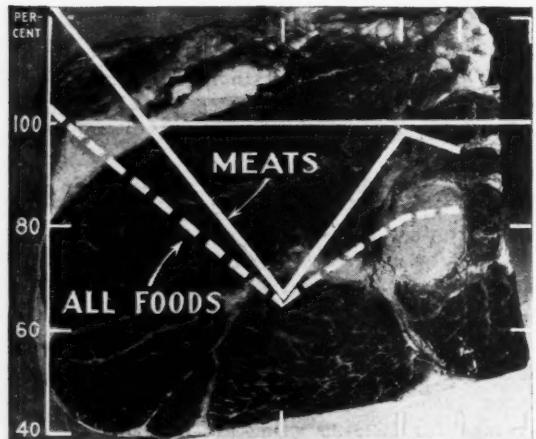
TOTAL WHEAT supplies are less important to bread and flour buyers than are supplies of the various kinds of wheat because different wheats are used for different purposes. The five main commercial classes of wheat (described in our Oct. 28, 1935, issue) are: hard red winter; soft red winter; hard red spring; common white; and durum. Hard red winter and hard red spring are the wheats from which most of the bread flours are made. Supplies of these, more than the other types, will affect bread prices next winter and spring.

HARD RED WINTER WHEAT, on July 1, appeared to be some 60,000,000 bushels greater in supply than in 1935-36. Condition of hard red spring wheat, harder to estimate at this time, gave the forecasters grounds for believing the supply would be considerably below last year's. Official opinion is that total supplies of all hard wheat will probably be no greater than last year. Supplies of hard white wheat, used for bread making in far western States, do not affect general supplies outside that area.

SOFT RED AND WHITE WHEATS, from which most pastry flours come, are expected to be more than enough in supply to take care of usual demands. A limited amount of soft wheat, together with some of the surplus of hard red winter wheat may compensate for shortages in hard red spring wheat. Supplies of durum, which

[Concluded on page 20]

A PERSPECTIVE OF FOOD COST CHANGES 1923-1925 = 100



Your Food Costs

HIGHER prices for butter, eggs, pork, and roasting chickens were chiefly responsible for an increase of 0.5 percent in retail food costs from June 16 to June 30. The index of the Bureau of Labor Statistics on the latter date was 84.3 percent of the 1923-25 average as compared with 80.6 percent on July 2, 1935.

FRUITS and vegetables, which have been accounting for higher food costs up to June 16, due largely to the shorter supplies caused by spring frost and drought, showed little average change during this 2-week period. Increases in prices of cabbage, spinach, sweetpotatoes, and onions were offset by decreases in other vegetables. The larger supply of potatoes which had caused wholesale prices to fall since the first week in June were reflected in a slight drop in the retail price during the latter half of the month. At 85.1 the index of fruit and vegetable prices remains at the highest level reached since predepression years and is more than 30 percent above the average for this group on July 2, 1935.

PASTURE conditions on July 1 were 40 percent below normal and with the exception of July 1, 1934, were at a lower condition than at any other July 1 on record. Condition was particularly bad in States south of the Ohio and Potomac Rivers, while pastures in the north central region also reflected serious effects of the deficient rainfall. The decline in milk production during the month of June due to this pasture condition was responsible for an increase in retail butter price from 34.3 cents on June 2 to 35.8 cents on June 16 and 37.4 cents on June 30. A corresponding increase occurred in wholesale butter prices and since June 30 the advance was even more pronounced.

THIS substantial increase in the price of butter during the month of June is in advance of the usual seasonal increase, and together with slight advances in the retail cost of other dairy products is the only important change in food prices on June 30 that may be attributed to drought. Retail price movements since June 30 have doubtless reflected the drought to some extent. Also, since June 30 the spectacular and distressing circumstances of producers of food-stuffs in the stricken areas have doubtless been

and Supplies

used as an excuse for higher retail food prices in many instances where available supplies have been unaffected by drought conditions.

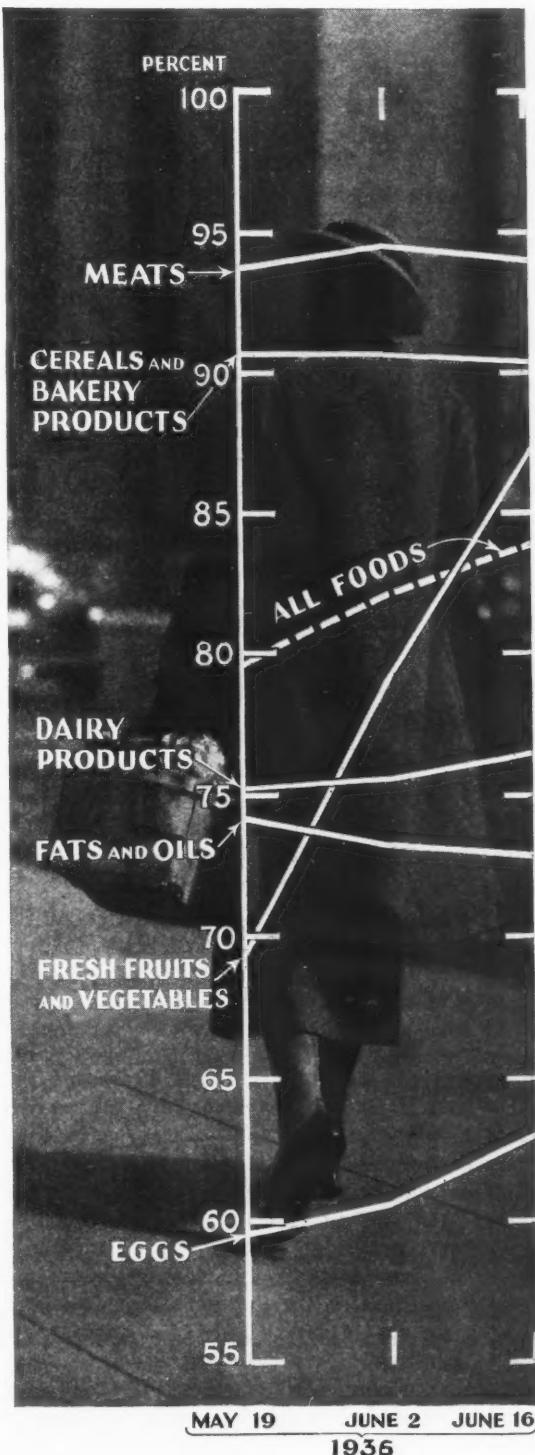
A RISE of 5.7 percent over the 2-week period in the price of roasting chickens to an average of 33.6 cents per pound appears to be due to cold weather in February and March rather than drought conditions. Spring hatchings were delayed in February and March and attractive prices for broilers and fryers have resulted in a reduced supply of roasting hens both on farms and in storage. Usually at this season of the year the farm price of chickens has reached its high and is slowly on its way down toward the low price of the year reached in December. The present shortage of roasting hens is expected to be of short duration.

HIGHER prices of eggs on June 30 are in line with the usual seasonal movement and both wholesale and retail prices are below the levels of July 2, 1935. On that date the average retail price was 35.1 cents and on June 30 this year it was 33.8 cents.

FRESH pork cuts, chops and loin roasts, increased slightly during the 2-week period to June 30, but remained slightly below the prices of June 2. Alternate ups and downs in prices of fresh pork during the last several weeks leaves them at about the same level as May 5, and only slightly below the prices on December 31 of last year. As explained in recent issues of the GUIDE, low storage holdings of pork products and disappointingly small marketings of hogs from the 1935 fall crop of pigs have prevented the moderate decline in pork prices which had been expected during May and June. Since June 30, however, hog runs have increased substantially and this accompanied with reduced demand because of hot weather have brought a sharp decline in hog prices which should be reflected in retail prices on July 15.

THROUGH the first 3 months of the year the margin between the average price of hogs at Chicago and the wholesale value of fresh pork cuts remained at or below the average level of such margins during previous years. But since the first week in May this margin advanced more than 50 percent above its earlier normal levels.

A CLOSE-UP OF FOOD COST CHANGES
1923-1925 = 100



About the first of July, wholesale prices of fresh pork showed resistance to advancing hog prices and the margins dropped, but have averaged well above normal figures throughout the first half of July.

THE EXTENT to which consumers have been paying higher margins to packers and distributors of pork products as compared with a year ago is roughly illustrated by these comparisons:

- (1) Federal inspected slaughter of hogs in June 1936 was 51 percent higher than in June 1935.
- (2) Average cost of hogs to packers at Chicago in June was 13 percent less than the cost in June 1935, including processing tax.
- (3) On June 30 retail prices of pork products showed these changes from retail prices on July 2, 1935—chops and loin roast, 4 percent less; sliced and stripped bacon, 1.3 percent less; sliced and whole ham, 9.5 percent higher; salt pork, 8.5 percent less; lard, 7 percent less.

PORK cuts continued to advance during the last half of June, the increases ranging from 0.2 to 1.3 percent for the 2 weeks. Only sliced bacon showed a slight decline (0.1 percent) during this period.

THE AVERAGE price of beef cuts declined slightly but this was due chiefly to a drop of 0.4 cent per pound in plate beef. Sirloin, round, and chuck all increased slightly over June 16. The June receipts of cattle for slaughter at public stock yards was 30 percent larger than in June 1935 and retail prices of beef cuts on June 30 were from 10 to 15 percent lower than on July 2, 1935.

THE AVERAGE price of white bread increased less than one-tenth of 1 percent per pound loaf, from June 16 to June 30. This slight gain in the average of all cities was due to advances in price in 2 cities and to an increased consumer cost resulting from reduction in the size of the loaf in 4 cities. CONSUMERS' GUIDE has no information as to the cause of increased prices of bread in these 6 cities, but advancing flour prices during the latter half of June were by no means sufficient to justify an increase of 1 cent per loaf in the price of bread. On June 2 the quantity of standard grades of flour in a pound loaf cost about 1.78 cents, the lowest figure since early in 1933. Between June 2 and

June 30 that quantity of flour increased in cost one-twentieth of 1 cent per loaf. Actual average cost of the flour which bakers are putting into their bread obviously does not increase even as rapidly as current quotations on flour.

OFFICIAL REPORT ON YOUR FOOD SUPPLIES FOR 1936-1937

[Concluded from page 17]

is used to make "Semolina" out of which are made spaghetti and macaroni, are expected to be definitely below domestic needs.

SHORTAGES that may occur in bread wheats and that are more certain to occur in durum may require us to draw on world supplies. How much wheat may be imported to make up for these deficiencies will not likely affect the price of wheat in general. Because world supplies of wheat will probably be lower this year than last, wheat prices everywhere—both here and abroad—may show some increase.



RICE supplies are expected to be 8 percent greater in 1936-37 than last year and about equal to those of 1925-29. Only small portions of such cereals as corn, oats, barley, and rye, are used directly for human food. Seldom do total supplies of these products have much influence on the quantities used for this purpose. All four are much more important from the standpoint of livestock feed and the future production of livestock products. Production of the last three already has been seriously curtailed.



FATS AND SUGARS make up the last important group of foods in the family diet. Butter supplies, it is estimated, may prove-like milk—to be 2 percent under last year's but 12 percent greater than the average for 1925-29. The same conditions affecting milk supply condition butter supplies. Big leaps are expected in supplies of lard, for domestic consumption, the cheapest of cooking fats, possibly running as high as 25 percent over 1935-36, and only 4 percent below the 1925-29 average, when much more lard was exported. Domestic producers in any year furnish only a small part of the sugar we consume. Ample supplies, coming mainly from off-shore areas, will be available.

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WHEN THE GOVERNMENT SHOPS

[Concluded from page 9]

hasn't grown since, will fit him again. Manufacturers have agreed to give consistent meanings to the various size designations.

PERCENTAGE of wool in blankets, another big question mark for ordinary consumers, is the immediate concern of the commercial standard for wool and part-wool blankets. wording of labels must make quite clear what part of a "woolen" blanket is really wool. The standard holds that no finished blanket containing less than 5 percent wool shall carry the word "wool" in any form; that blankets labeled with the word "wool" and containing between 5 and 25 percent wool shall be labeled "part wool not less than 5 percent wool." If a blanket contains more than 25 percent wool, it shall be labeled with the guaranteed minimum wool content in percentage. To be labeled "all wool", blankets must contain over 98 percent wool. If buyers and seller cannot agree as to a method of testing finished blankets for wool percentage, the test methods used by the Bureau of Standards are applied as arbiter.

STATE and city governments, large corporations, colleges, hotels, hospitals, steamship lines, and department stores are best placed to reap most of the advantages of commercial standards, Federal specifications, and simplified practice. They buy in huge quantities, can advertise for bids, and can test their purchases before closing a transaction. Other contract purchasers who have no testing facilities often avail themselves of the Bureau's "certification plan." Under this plan the Bureau compiles lists of thousands of firms in all parts of the country willing to certify that the goods they deliver under contracts based on nationally-recognized standards actually do meet the requirements and tests of the standards. These firms will supply a written guarantee to any contract purchaser upon request.

DEFINITE PROTECTION for large organizations is supplemented by aid and protection of the purchaser for one household. One such aid is the Bureau's "labeling plan." The Bureau encourages manufacturers who sell staple goods, produced according to nationally-recognized specifications, to label their merchandise with self-identifying quality-guaranteeing labels. These labels name the specification number and mention the manufacturer or trade association standing behind the guarantee. A typical label

might run something like this: "The _____ Manufacturing Company guarantees this _____ to comply with the requirements of Federal Specification No. _____. If the item were made according to a commercial standard, the label would be slightly different: "These pajamas guaranteed by _____ Pajama Company full size in accordance with Commercial Standard CS 15-29 issued by the United States Department of Commerce."

COPIES of Federal Specifications and Commercial Standards may be purchased by consumers from the Superintendent of Documents, Washington, D. C., for a nominal sum, usually 5 cents. A request to the same office for "Price List 75" (free) will bring a listing of all the items for which there are specifications in the Federal Standard Stock Catalog. Some of the products now available or soon to be available with quality-guaranteeing labels based on some nationally-recognized standard are brooms, dry cells, ink, library paste, linoleum, lumber, paint, paper, portland cement, rope, soap, textiles, and wall board. The ink with which this article is being written comes from a small bottle so labeled as to guarantee its contents to "conform to Fed. Spec. No. TT-I-563."

FURTHER AID to small consumers comes in the many publications of the Bureau of Standards. These include safety bulletins and circulars on many materials and appliances used in the household. A catalog of "Publications of Interest to Household Purchasers" may be had by requesting "Letter Circular LC-416" from the National Bureau of Standards, Washington, D. C.

OTHER fields of work engaged in by the Bureau are too numerous to discuss here. Laboratories of the Bureau occupy 19 buildings, each constructed for a special purpose, on a site of 56 acres in the northwest suburbs of Washington, pictured on the cover of this issue. At present the Bureau employs about 700 people, two-thirds of whom are scientifically and technically trained.

CONSUMER GROUPS sometimes ask the Bureau to test whole lines of competing commodities, and to make lists stating which toothpaste or which electric refrigerator is best, second best, or third best. The Congressional authority under which the Bureau operates makes no provision for such testing, nor is there any appropriation to pay for it. The Bureau cannot undertake work of this sort unless the necessary legislation passes Congress and the requisite funds are made available.

WHAT'S IN THE JAM JAR?

[Continued from page 11]

THEN came commercial pectin in a form that could jell any fruit. Housewives began to use it as jell-insurance for all fruits. Because so many kitchens have adopted the practice, it is no longer certain that the average consumer thinks of jelly as a product necessarily made without added pectin, provided it merely supplies the natural deficiency of pectin in the fruit and does not in effect debase the product.

MANUFACTURERS who started to add a touch of pectin to a properly proportioned mixture to make up for the lack of natural pectin were only doing what many housekeepers were already doing. The Food and Drug Administration could not well demand higher standards of manufacturers than the housewives demanded of themselves. But pectin has possibilities that are not so innocent. A mixture that starts out as 45 pounds of fruit and 55 pounds of sugar should boil down, if properly made, from 100 pounds to 88 pounds or less depending on the fruit used. Pectin incorrectly used makes it possible to equal the consistency of the old-fashioned jams and jellies without giving up as much of the water, and so fill more jars with a diluted product. This abuse of the use of pectin, though it complicates the job of enforcing the Food and Drug Administration's advisory regulation, is easily detected by physical and chemical tests and makes the food subject to seizure when labeled as "Jam", "Jelly", or "Preserves." Under the Food and Drug Advisory Ruling Regulation, the product must be labeled "Imitation", as are jars filled with a mixture that started out as less than 45 percent fruit. Under the new rulings, jams and preserves so low in fruit content as to be labeled "Imitation" must also give on their label their actual percentages of fruit and other ingredients.

ACID as well as pectin helps to put the jell in jelly, and it also gives tart fruitiness to the flavor. Acid, like pectin, is a normal attribute of fruit which, used incorrectly, can become an adulterant. Food and Drug Administration officials hold that consumers are not expecting citric or tartaric acids when they buy jam and jelly and tasting it are misled into thinking the strength of the flavor is entirely due to the proportion of the natural fruit that went into the jar. So jams and jellies and

preserves are held to be misbranded if acid is added without a declaration of it on the label.

RULES proposed by the preserve manufacturing industry under the Federal Trade Commission call for the 45/55 ratio of fruit to sugar in the case of jams and preserves, allow the addition of harmless acids, and allow the addition of pectin to make up for natural lack if the ratio of fruit to sugar is maintained. For jelly the definition does not specify the numerical ratio except where pectin or acid is added in which case the "composition must correspond to not less than 50 pounds of actual pure fruit juice, exclusive of added water, to each 50 pounds of sugar in the original batch."

CONSUMER'S COUNSEL presented a brief at the hearing before the Federal Trade Commission recommending several changes in the rules proposed by the preserving industry for its own standards. One suggestion was that the same stipulations should govern the addition of acid as of pectin to the jams and preserves, since both have the same potentialities of adulteration. In the case of jelly, the rules already recognize this by setting a minimum fruit content for all jelly to which either pectin or acid has been added. Also, in spite of the fact that many housewives do add pectin to home manufactured products, and that lemon juice is now a recommended addition by the Bureau of Home Economics, the Consumers' Counsel urged that the presence of either added pectin or added acid should be declared on the label.

ANOTHER AMENDMENT to the proposed code suggested by the Consumers' Counsel brief would add more information to the label as to the kinds of fruit in the mixture. As the industry submitted the rules they read:

"Preserve, fruit preserve, jam, fruit jam, shall be understood to mean the plain sound product, possessing definite characteristic flavor of the preserved fruit named on the label, made by cooking to a suitable consistency, properly prepared fresh fruit, cold packed fruit, canned fruit....."

Here the Consumers' Counsel would add:

".....of the kind or kinds named on the label"

Since as the proposed code stands this would appear to permit the labeling of a jar containing

a large proportion of apple as "Raspberry Jam" if it contained just enough raspberry to give it a definite characteristic flavor of raspberry. The Consumers' Counsel urged the opinion of the Food and Drug Administration that "the standards should be reworded to exclude the presence of any fruit the name of which does not appear in the name of the preserve (or jelly) since the Food and Drugs Act would class as misbranded and adulterated an article containing two fruits, only one being mentioned on the label." The Consumers' Counsel further suggested that the labeling should show the proportion of each fruit in the order of its importance, like this:

APPLE-STRAWBERRY PRESERVE

Apple 25 parts—strawberry 20 parts by weight

APPLE BUTTER, according to the proposed code as it was submitted by the industry "shall be understood to mean the clean, sound product made by cooking with sugar or apple juice or both, the properly prepared entire edible portion of apples either fresh, cold-packed, canned, or evaporated, to a homogeneous semi-solid consistency with or without vinegar, salt, and spice, or harmless organic acids other than acids or acid salts generally recognized as chemical preservatives prepared from not more than 20 pounds of sugar to each 50 pounds of fresh apples, or its equivalent in cold-packed, canned, or evaporated apples, exclusive of the cores and skins."

CONSUMERS' COUNSEL held with the Food and Drug Administration that when dried apples were used they should be declared on the label, since court precedent had already indicated that products made from dried apples were not the same as those made from fresh apples. Furthermore, a consumer survey conducted a few years ago by the Food and Drug Administration developed overwhelming evidence that consumers do not expect apple butter to be made from evaporated apples. The definition and standard for apple butter, set up under the Food and Drug Act, does not, therefore, recognize the use of evaporated apples in a product labeled unqualifiedly as apple butter. The brief also recommended that in determining whether the product was "clean, sound", a certain technical method of checking microscopically on mold should be used, just as it is in Government specifications for apple butter bought for its institutions.

"IMITATION" on the label of those products which though pure do not come up to the standards set for them by the code was held by the Consumers' Counsel, as it is by the Food and Drug Administration under the Food and Drug Act, to be insufficient information. "The consumer is entitled to know", the brief read, "what is the specific fruit content of any imitation preserve, since there are no standards of composition or content to which products so labeled must conform. It is recommended that the rule be amended to require that the label for imitation preserves, jams or jellies be in the following form:

IMITATION STRAWBERRY PRESERVES

23 percent fruit; 77 percent sugar,
water, pectin, and acid
by weight

"THE CONSUMER has a definite interest," the brief continued, "in the specific content of the product which he is purchasing. Whether the imitation product contains 40 percent fruit or only 25 percent fruit is information of importance to consumers, may be a determining factor in their choice of products, and should be disclosed on the label. Such a labeling as that indicated above would enable the consumer to choose between various commodities according to their specific content and thereby place competition between manufacturers and dealers upon a fair and equitable basis. Producers, as well as consumers, are interested in informative labeling of these imitation products. Undisclosed substitution of other constituents for fruit in products offered to meet the demand of consumers for this type of fruit product works a deception upon consumers and deprives fruit growers of a part of the legitimate market for their product.

THE STANDARDS, as proposed by the industry with those amendments and changes suggested at the hearing, are now being considered by the Federal Trade Commission. When, and if, finally approved, the Federal Trade Commission will then have more definite rules by which to interpret its authority to prohibit companies from marketing jams and jellies not made and labeled correctly in terms of the industry's standards.

CONSUMERS' GUIDE will report on the rules when finally approved by the Federal Trade Commission.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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